Theatre Seating

BY

HEYWOOD-WAKEFIELD

EST. 1826

School Furniture Box
C.2

Why Heywood-Wakefield Seating is a *Profitable* Investment in Comfort

Cover Photo: Interior of Crest Theatre, Baltimore, seated with "Encore" Chairs.

COMFORT is one of the most competitive aspects of show business today. Because the comfort offered by other theatres is only the beginning of your competition on this score. In a growing number of areas television puts every seat in your house in direct competition with your patrons' own easy chairs. In other localities, drive-ins put you in competition with all the comfort automobile makers can build into *their* latest models. Yes, you may even be facing BOTH types of competition on the score of comfort.

This makes the most *comfortable* seating you can install, a mighty sensible investment. And we're talking facts when we say that Heywood-Wakefield Theatre Chairs have an outstanding record for proved, patronage-building comfort. After all, they *should* have. Making people comfortable has been our business for 124 years — ever since the founders of the business started making chairs by hand. We've not only made consistent improvement in the construction of our products, but were among the pioneers in basing our designs on a scientific study of chair proportions to assure the greatest comfort.

Des. Div.

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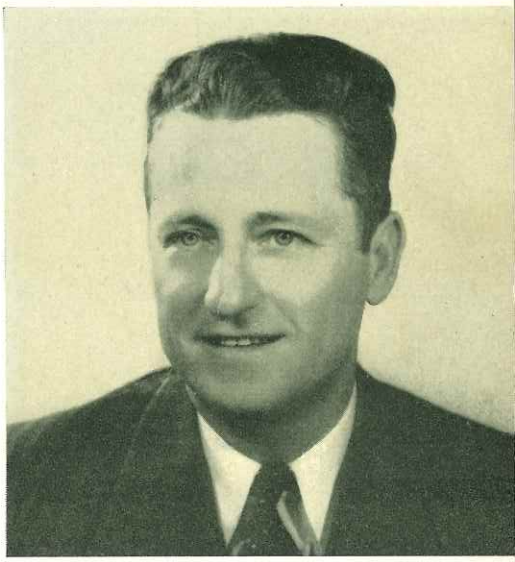
Not only has nothing been left to chance that could contribute to the comfort of Heywood-Wakefield seating. The performance records of Heywood-Wakefield "Encore" Chairs and "Airflo" Rocking Chair Loges shows that they have proved a decidedly *profitable* investment for theatre after theatre from coast to coast. Proof of this is the number of operators who have chosen Heywood-Wakefield seating *again* when modernizing established houses — and the growing number of new houses where Heywood-Wakefield comfort is contributing to steady, profitable patronage.

Low Maintenance Costs Add to Profits

Important as it is, comfort is not the only advantage of Heywood-Wakefield seating. Every model is soundly engineered, with time-tested, foolproof and damage-proof operating features. Long, dependable service is assured by their sturdy *steel* construction — *steel* standards, back-and-seat-pans— *steel* coil springs for lasting comfort. And, when servicing does become necessary, their sensible, *simple* construction means a profitable saving in man-hours.

Eric Johnston, President, Motion Picture Association of America, points out that "Airflo" Rocking Chair Loges were chosen for the Academia Theatre in Washington, where the special nature of its showings calls for the utmost in comfort for invited guests.



"When we checked the records," says J. A. Harvey, owner of the New Village Theatre, Sacramento, "we found house after house reporting that the 'Airflo' Rocking Chair Loges in their premium priced loge sections consistently average 80% occupancy week after week. Our own experience proves that the comfort of these spring base chairs brings profitable extra business."

"Heywood-Wakefield chairs," says A. J. Claesson, of Anderson Theatre Corporation, "make life easier for an interior decorator in two important ways. Their good looks harmonize with decorating plans – and their proved comfort helps assure continuing patronage."

ENCORE

BY

HEYWOOD-WAKEFIELD

EST. 1826

"ENCORE" has proved a most appropriate name for both Heywood-Wakefield model TC 700 and TC 701. For the experience of operator after operator shows that the extra comfort of these carefully designed chairs – with steel spring seats—not only brings favorable comments from patrons but helps make profitable, steady patrons of people who formerly attended the theatre only occasionally.

Schine's Milford Theatre, Milford, Delaware, is seated with "Encore" TC 700 chairs.

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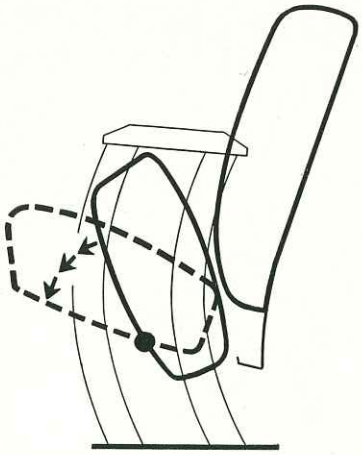

Self-raising mechanism available on all Encore and Airflo seats is positive in action and trouble free.

ENCORE TC 700 — Thorough-going comfort is assured by the 16 coil spring seat with a spring edge. The coils of the seat are varying gauge steel wire so placed as to insure resilient comfort over the *entire* seat. The coil springs are permanently fastened to the *all-steel* seat frame to assure long, trouble-free service. The back is comfortably padded and protected by the all-steel edge around the top and sides. The steel back-pan gives full protection to the seat whether in the raised or lowered position. There are no heavy bars, unyielding rods, stiff wires or trick gadgets in Heywood-Wakefield chair construction. The result is comfort for the occupant — low maintenance cost.

"Encore" Chairs Build Patronage for Edmundson Village Theatre

Not only do the handsome lines of the "Encore" TC 701 complement the decor of the Edmundson Village Theatre, Baltimore, but I. K. Makover, Manager, has this to say of their performance. "The 'repeat' business which we are enjoying is mainly due to comfort. Your chairs have definitely contributed immeasurably to this."

ENCORE TC 701 —This de luxe Encore model has all the construction and comfort features of the TC 700 with the addition of luxurious steel coil spring back and arms which are upholstered over sponge rubber. Here again, the steel coil seat springs are not all of one gauge, but are varied in size and compression to assure all-over easy-chair relaxation. The seat has a spring edge for added comfort. As with all Heywood-Wakefield chairs, the relationship of the seat-to-back has been scientifically determined to conform to the proper posture for comfort. The spring assembly is designed to retain this proper ratio of pitch between seat and back when the chair is occupied.

AIRFLO

ROCKING CHAIR LOGES

BY

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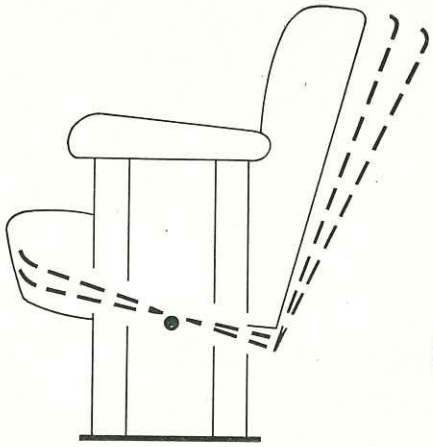
You have only to sit in an "Airflo" Rocking Chair Loge to understand why we believe this is the most comfortable theatre chair available today. You can see for yourself how the carefully designed spring seat and back provide luxurious comfort. And see how the unique spring base permits the whole chair to conform to exactly the right position to assure the greatest comfort for you. And there is a growing back-log of clear-cut proof that this extra comfort pays out handsomely for the theatre operator. For house after house reports that their "Airflo" Rocking Chair Loges are the first to fill night after night – at a premium admission price.

TOP: The Imperial Theatre, Inglewood, California, provides "Airflo" Rocking Chair comfort for loge patrons.

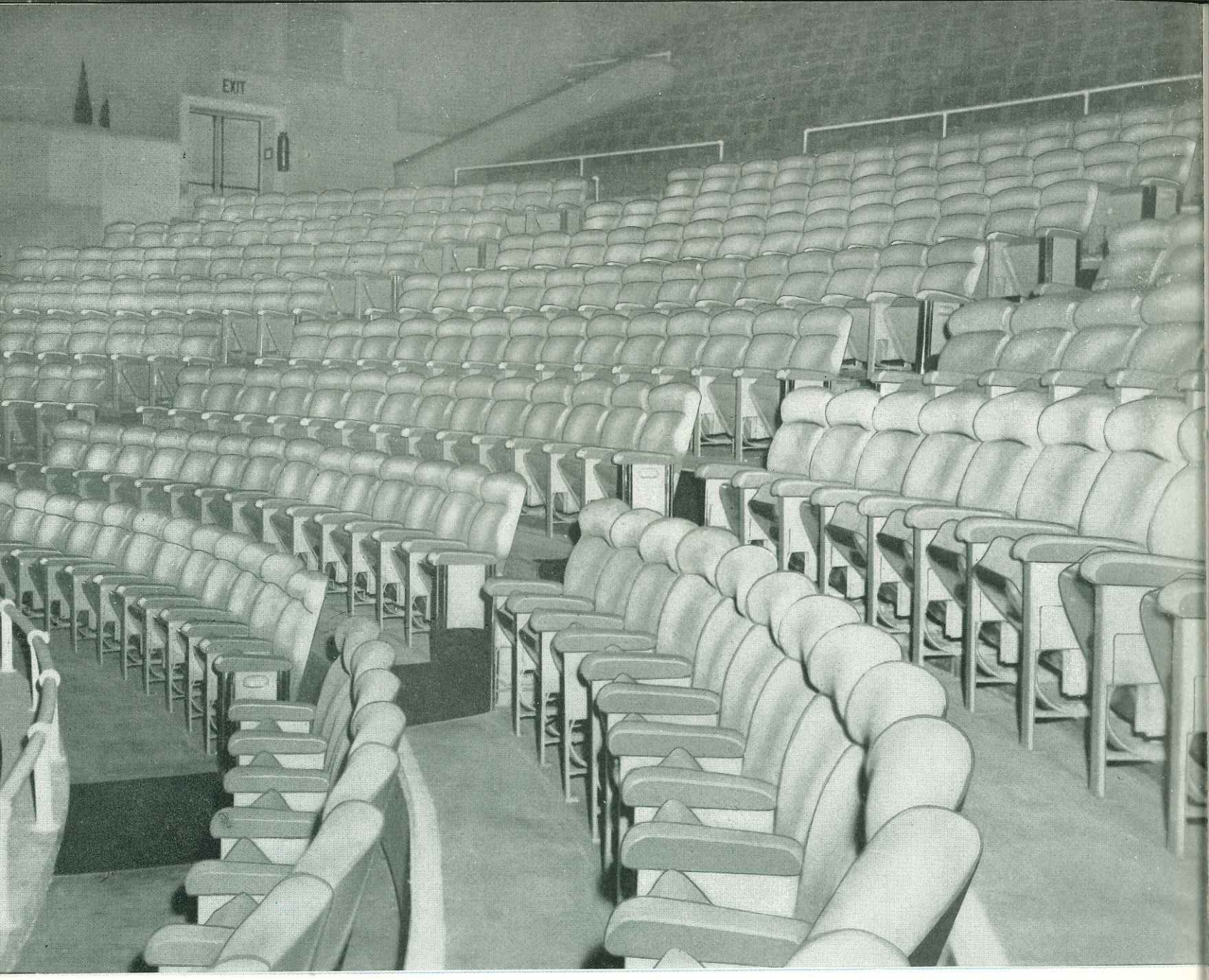
CENTER: "Airflo" Rocking Chair Loges provide luxurious comfort in keeping with the sumptuous atmosphere of Washington's Academia Theatre.

BOTTOM: Premium priced loge section of the Gibson Theatre, Batesville, Indiana, is seated with TC 706 "Airflo" Rocking Chair Loges.

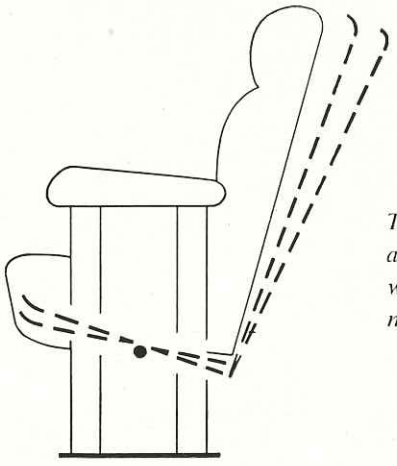


The reclining "rocking chair" action of the exclusive Heywood-Wakefield spring base mechanism.

AIRFLO TC 706 – In addition to the luxurious comfort of the coil spring seat and back and sponge rubber upholstered arms, the "Rocking Chair" Loge models have an extra comfort feature which no other chair in America affords. By virtue of the spring base mechanism the chair retains the scientifically correct pitch of seat-to-back regardless of how the patron shifts his weight or position. And remember, that the use of high grade *steel* for springs, standards and bottom-pans assures uncompromising durability which means long-run economy for all Heywood-Wakefield chairs.

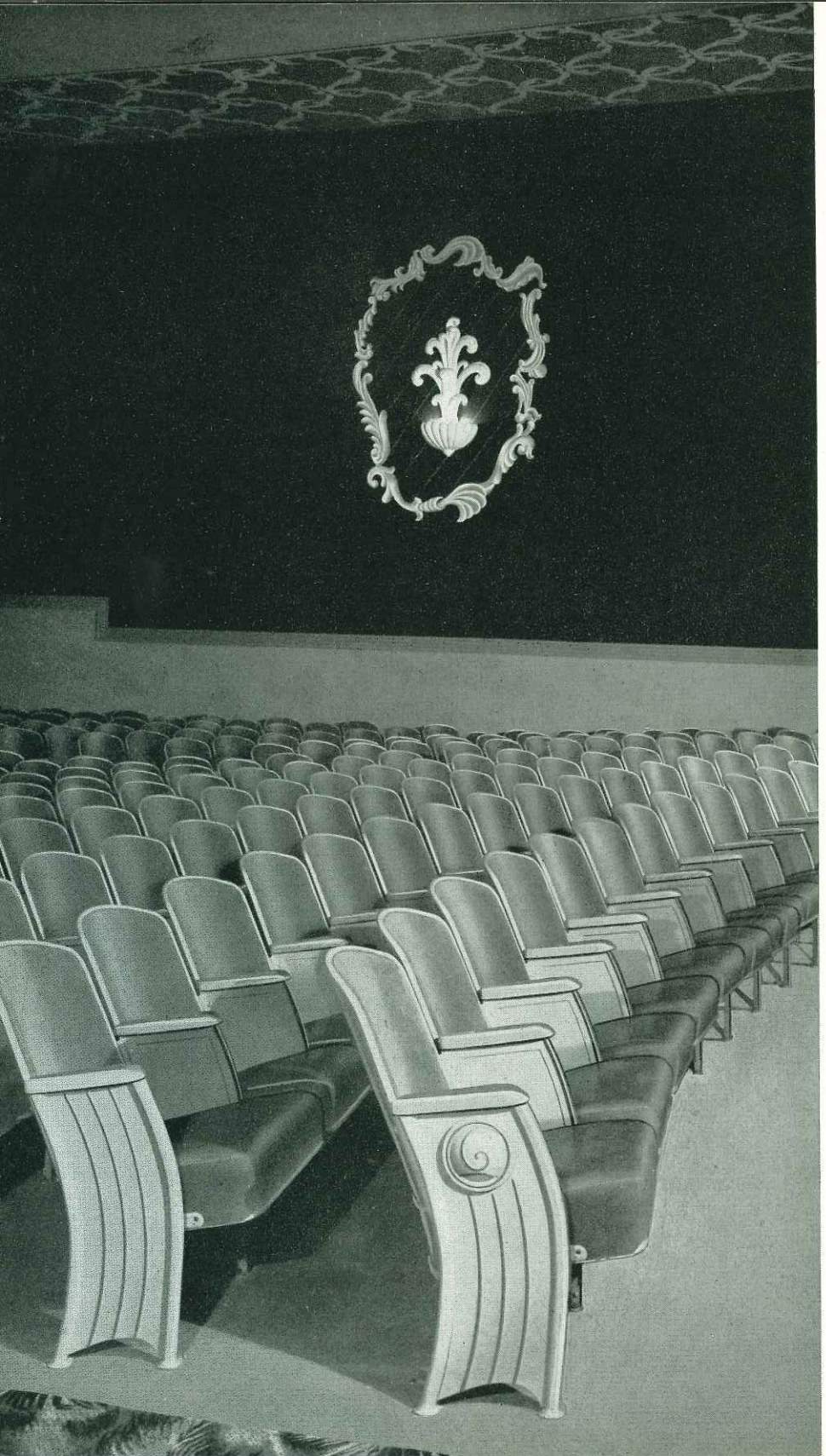


The T & D Theatre, Oakland, California, is another example of the way the sumptuous comfort of "Airflo" TC 703 Rocking Chair Loges pay handsome dividends. Here, the large loge section is consistently filled nearly to capacity at a worth-while premium admission.



The reclining "rocking chair" action of the exclusive Heywood-Wakefield spring base mechanism.

AIRFLO TC 703 – This chair duplicates *all* the extra-comfort features of the TC 706, including the 16-coil, spring edge seat. An important added luxury feature is the spring-filled, upholstered head-rest. By supporting the patron's head, this provides the extra measure of full-length body support to assure complete relaxation. Note that this head-rest is so designed that its added height supplements the advantages of the spring-base construction in assuring proper seat-to-back relationship no matter how the patron shifts his weight or position during the showing.



Convair

BY

HEYWOOD-WAKEFIELD

EST. 1826

THE CONVAIR is an outstanding example of how Heywood-Wakefield designs retain their basic comfort in every price range. This fully upholstered chair has the same smart appearance and essential comfort of the "Encore" line, with steel coil spring seat and properly curved, skillfully padded, upholstered back.

"Convair" TC 610 Chairs are used throughout the attractively decorated Colgate Theatre, Baltimore, Maryland.

Note how the extended metal back-pan with rounded edges reaches well below the seat cushion so that the seat is fully protected in both the raised and lowered position.

CONVAIR TC 610 – The basic construction difference between the Convair and the Encore series is the use of a plywood bottom panel for mounting the steel coil seat springs in the Convair. This, in turn, is supported by a steel bottom board with a turned up lip to protect the upholstery in front. Heavy gauge steel end standards, hinge construction and the protective edge around the back assure long, dependable service and low maintenance expense.

Medalist

BY

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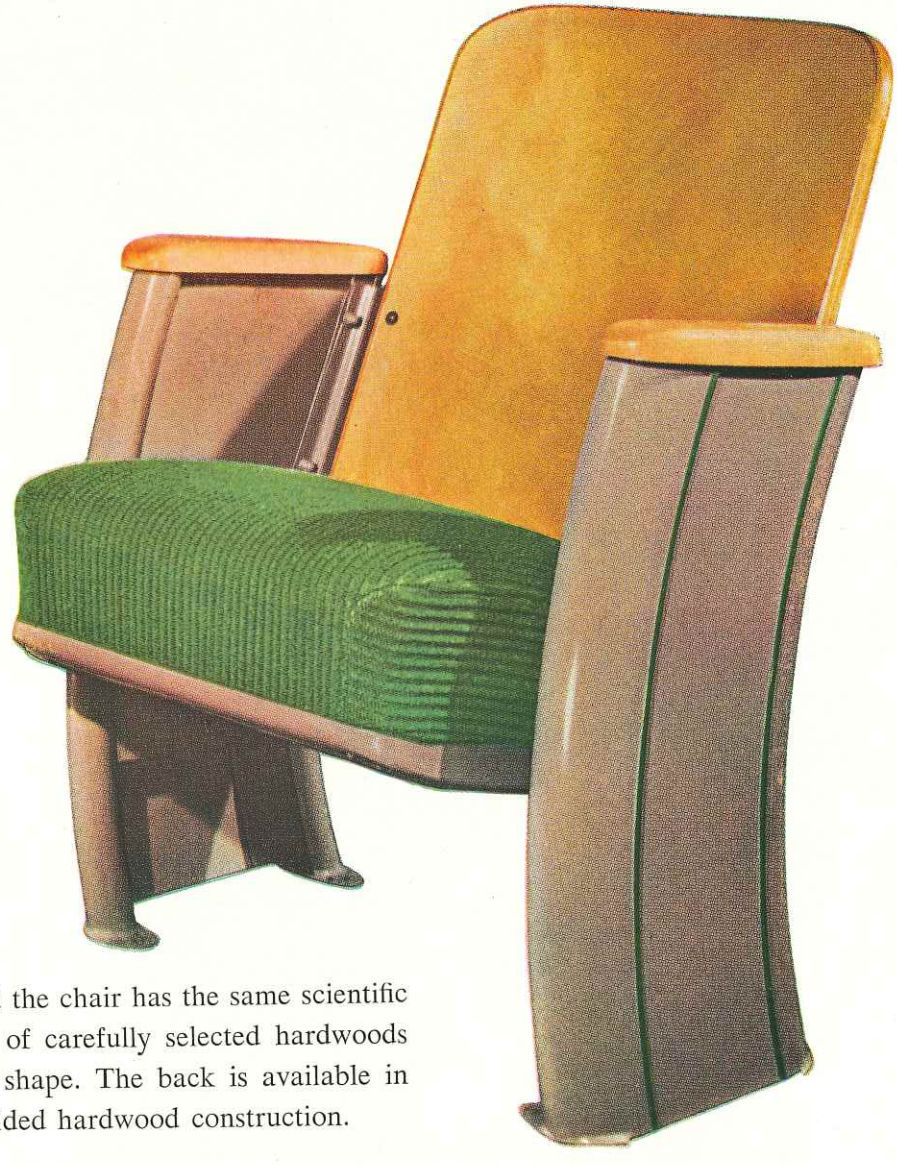

MEDALIST TC 704 — With the exception of its moulded plywood back, the Medalist duplicates all the comfort and construction features of the "Encore" series in every respect. This means its seat is constructed with steel coil springs properly graduated in compression for all-over comfort—and these, in turn, are assembled into an all-steel frame. Arms, and the steel standards and bottom-pan are exactly the same as on the "Encore," and the chair has the same scientific seat-to-back ratio. The back is made of carefully selected hardwoods permanently bonded and moulded to shape. The back is available in either 5-ply, 7/16″, or 7-ply, ¾″ moulded hardwood construction.

forum

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FORUM TC 602 — This chair provides the comfort of a spring seat at a more economical price range than the Medalist. As in the TC 610 chair, the steel coil seat springs are mounted on a plywood bottom board supported by a steel bottom panel which protects the seat upholstery at the front. End and center standards, hinges and wings of heavy gauge steel. The plywood back is permanently bonded and moulded to shape, and is available in either 5-ply, 7/16″ or 7-ply, ¾″ construction.

Aristocrat

BY

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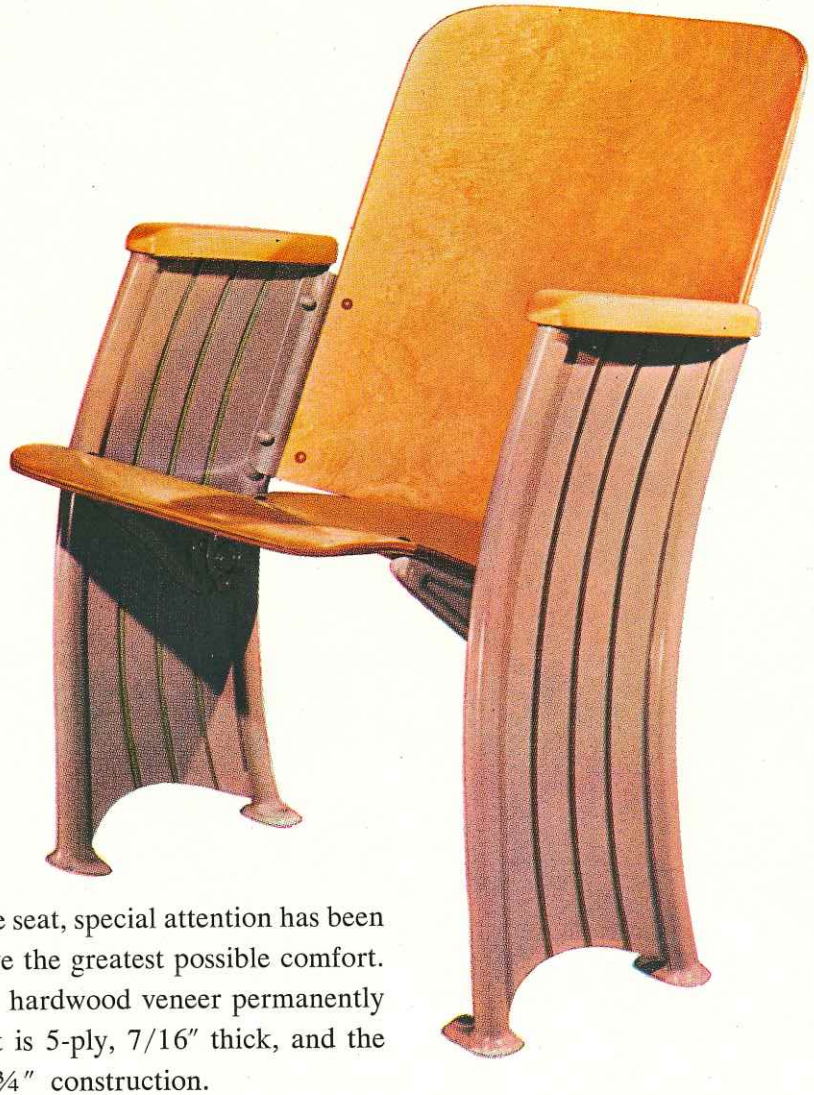

ARISTOCRAT TC 705 — This chair is the lowest priced of our permanently mounted models, and is an established favorite wherever economy is a major factor in theatre or auditorium seating. Its heavy gauge end and center standards are the same as those of the TC 610, but with a different hinge especially designed for use with the plywood seat. In designing the seat, special attention has been given to achieving a shape which will give the greatest possible comfort. Both seat and back are made of selected hardwood veneer permanently bonded and moulded to shape. The seat is 5-ply, 7/16″ thick, and the back is either 5-ply, 7/16″ or 7-ply, ¾″ construction.

The Music Hall in the John Hancock Building, Boston, takes full advantage of the flexibility permitted by portable chairs, yet provides its patrons with the extra comfort of steel coil spring seats and fully padded backs. The chairs shown here are Model T 276 with a special chrome plated metal edge.

Portable Chairs by HEYWOOD-WAKEFIELD

EST. 1826

An outstanding feature of the entire Heywood-Wakefield line of portable chairs is their tubular steel frame construction. Not only is the tubing itself welded into a seamless oval for extra strength, but all joints are welded to make the entire frame a sturdy, integral unit which will stand up under continuous service.

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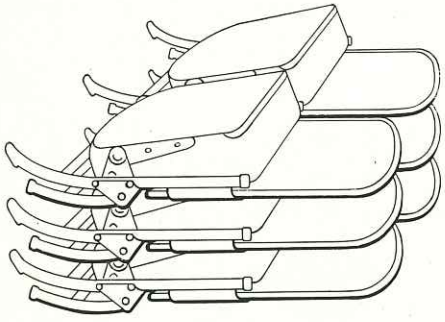
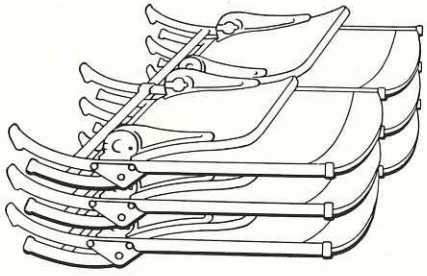


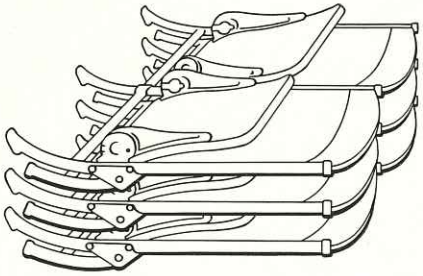
Model T 276 in folded position. Note how compactly this model can be stored when not in use.

T 276 — This is a truly De Luxe portable chair. It has a 16-coil spring seat with a spring edge and fully padded back. Like the popular TC 610, the seat springs are mounted on a plywood bottom board which is supported by a steel bottom-pan with edges designed to protect the upholstery in the front. Here, too, the springs are made of different gauge wire in varying degrees of compression to afford genuine comfort over the entire seat area. The top, sides and rear of the fully upholstered back are protected by a one piece steel back-panel and a rounded metal edge frame. The friction type steel hinges are easy to operate and are designed for long, trouble-free performance.

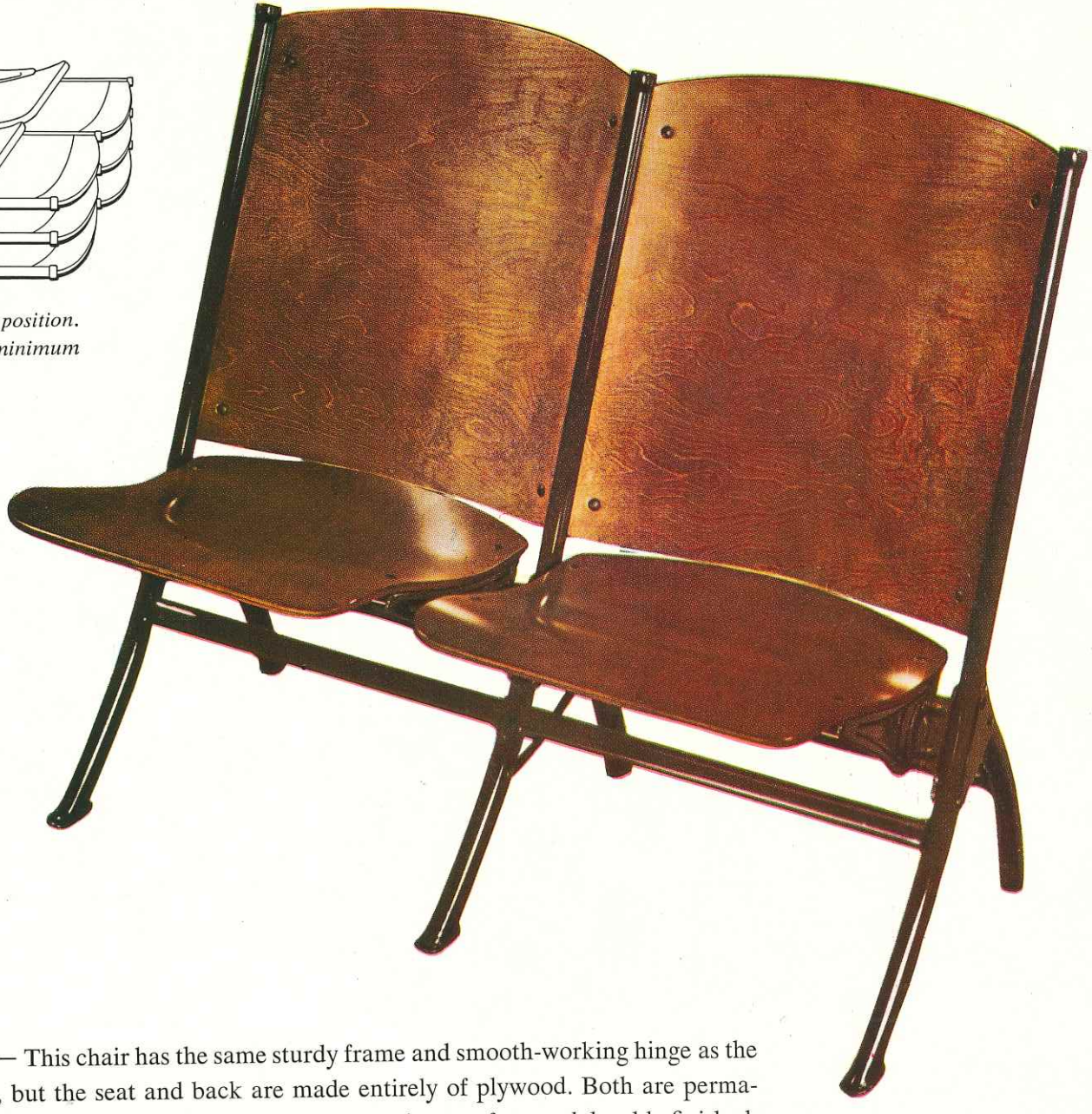


Model T 273 in folded position. Note how easily this model can be stored so as to occupy a minimum of space when not in use.

T 273 – This chair has the same rugged, light-weight tubular steel construction as the T 276, but with the tubing extending to the full height of the moulded plywood back for extra strength. Note how the seat is scientifically shaped for comfort. Both seat and back are covered with durable fabric for improved appearance. The seat is 10-ply, ¾″ applied panel construction. The back is an 8-ply, ¾″ inserted panel construction. Note the added support provided by the extra long hinge arm which is shaped to fit the shape of the seat.

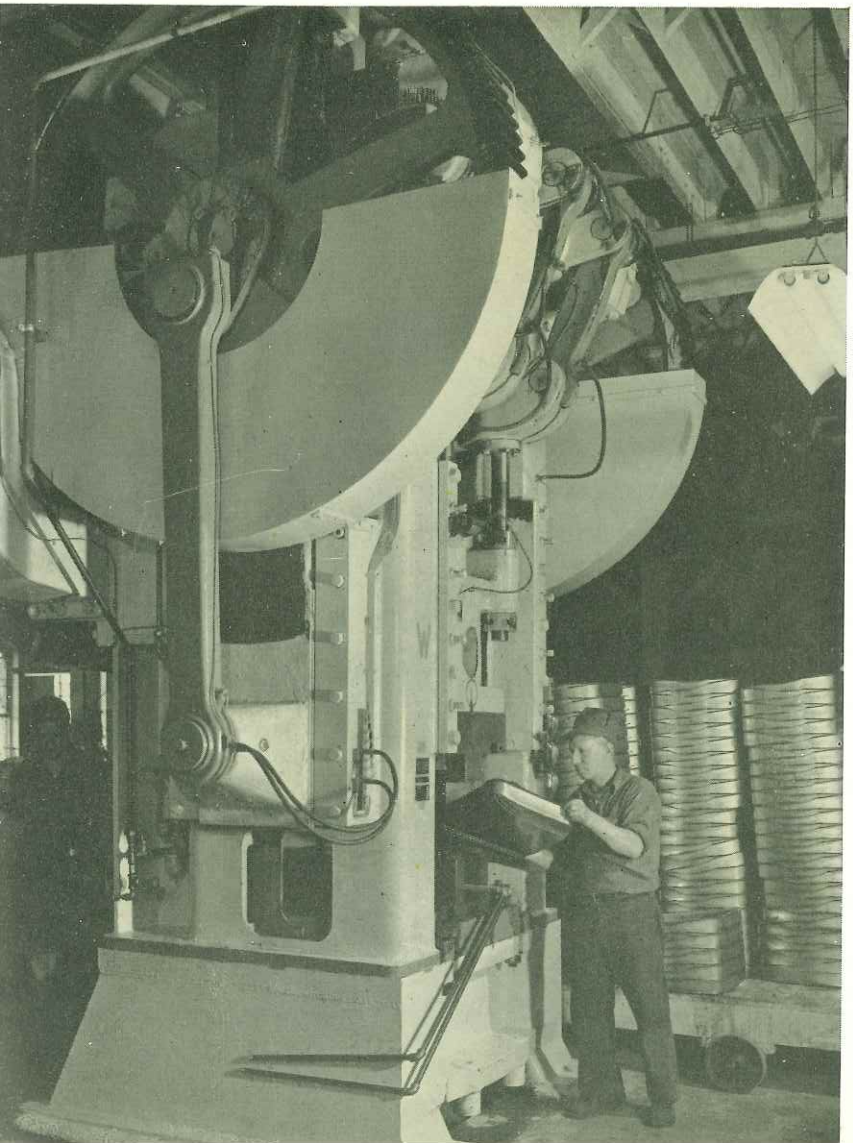


Model T 270 in folded position. This model occupies a minimum of space when stored.



T 270 – This chair has the same sturdy frame and smooth-working hinge as the T 273, but the seat and back are made entirely of plywood. Both are permanently bonded and moulded to shape for genuine comfort, and durably finished. The seat and back are 5-ply hardwood, 7/16″ thick. The back and seat are rigidly attached to the metal frame with flush-headed bolts. As is the case with all Heywood-Wakefield portable chairs, there is ample splay of the legs to assure stability and there is a scientifically correct ratio of pitch between the seat and the back for maximum comfort.

Special Steels...
Special Skills...
Make Better Theatre Chairs



OUR LONG YEARS of experience in designing comfortable seating would be of little use without the means of actually producing theatre chairs that are as well made and as good looking as they are scientific in design. Actually, the measures which insure the durability and comfort of Heywood-Wakefield seating begin well ahead of any manufacturing operation. For the first step is the selection of steels and other materials of unquestioned quality. Only then do theatre chairs begin to take form in the large, well-equipped plant of our Public Seating Division at Menominee, Michigan. That this plant is well equipped with modern machinery is evident from even a brief visit. But what is fully as important is the care with which each operation is performed by craftsmen with special skills developed through long training. The illustrations on this and the following pages show some of the operations in the making of America's most comfortable theatre and portable chairs. They show, too, how the latest equipment and methods are used to make the most of the individual workman's skill and know-how.

Heavy-duty presses such as this, using precision-made dies, are needed for stamping out perfectly formed all-steel bottom pans for "Encore" and "Airflo" chairs from heavy gauge sheets of high quality steel.

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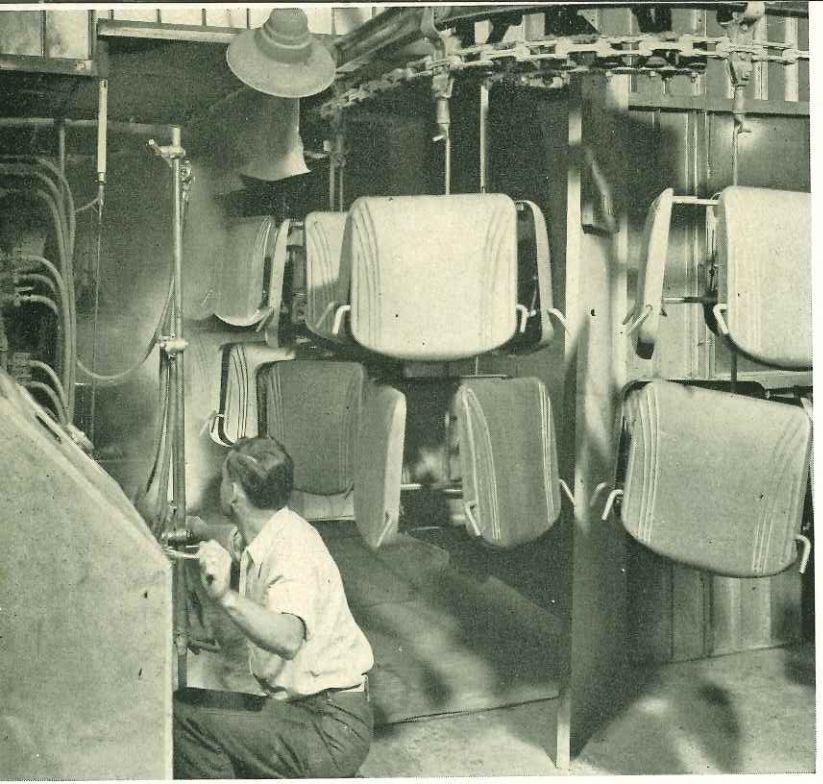
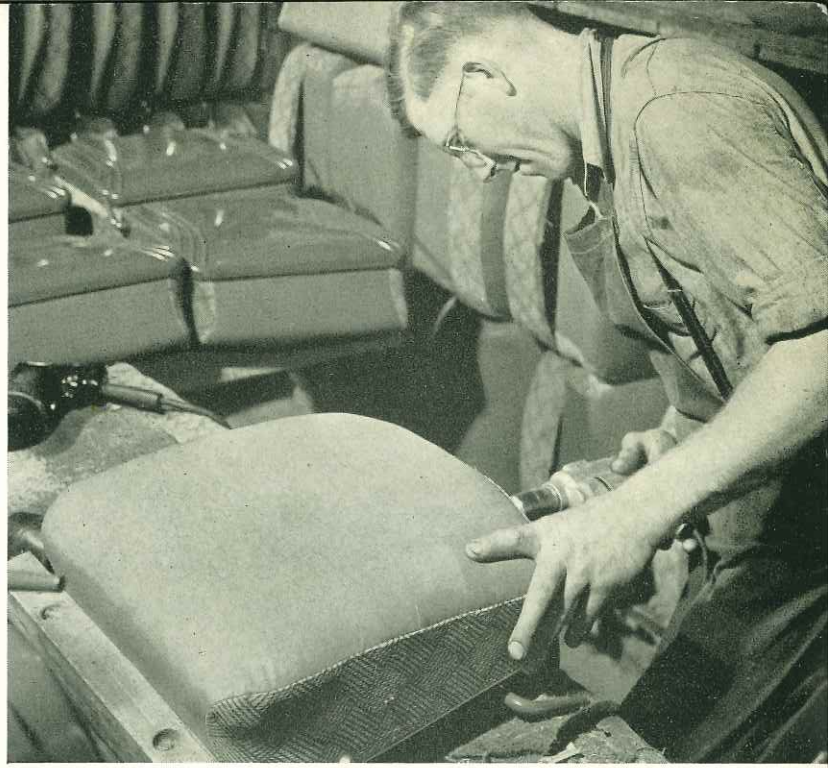


Like other metal parts of Heywood-Wakefield Theatre Chairs, these seat bottom pans are receiving a perfect enamel finish by the most modern of electro-static spraying equipment. This method assures an even enamel coating over the entire surface.

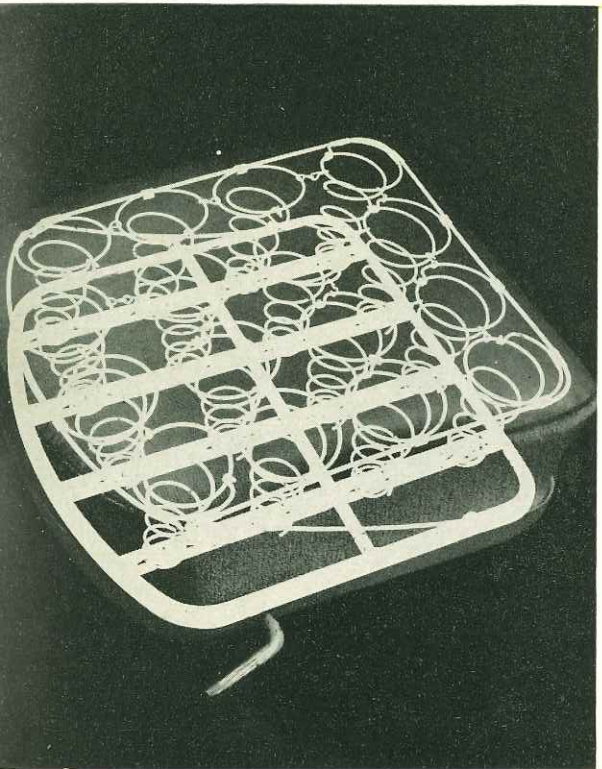
Special equipment to compress the padded, steel coil spring units assures a perfect fit for seat-covers as they are put in place. The sisal and cotton padding fills out the cushions. A steel wire around bottom hem of cover keeps it securely in place.

Steel coil springs of the same construction used in our own fine household furniture go into Heywood-Wakefield Theatre Chairs. Here, spring units clipped into their steel seat frames enter the tempering and enamel baking ovens.

Note how the lipped edge of the steel back-pan holds this "Encore" padded back in place at top and sides. Screws through holes being drilled in the steel supporting bar hold back in place securely – permit easy removal to repair damage.

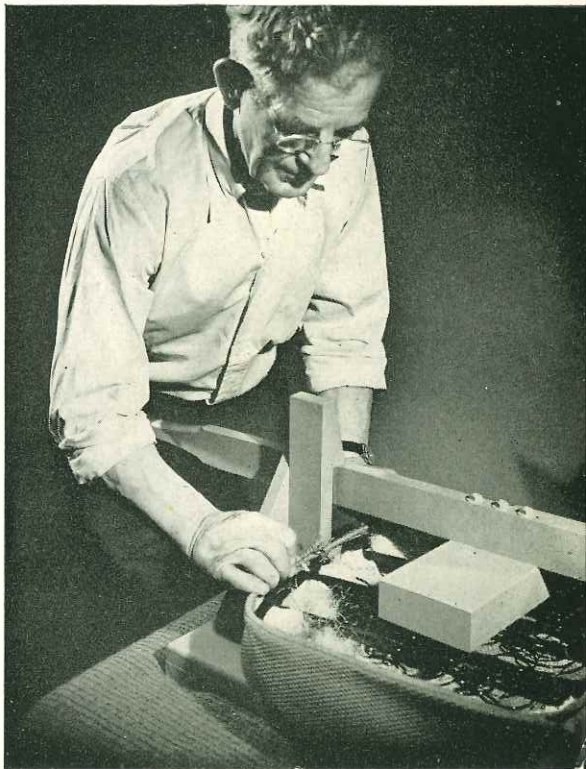


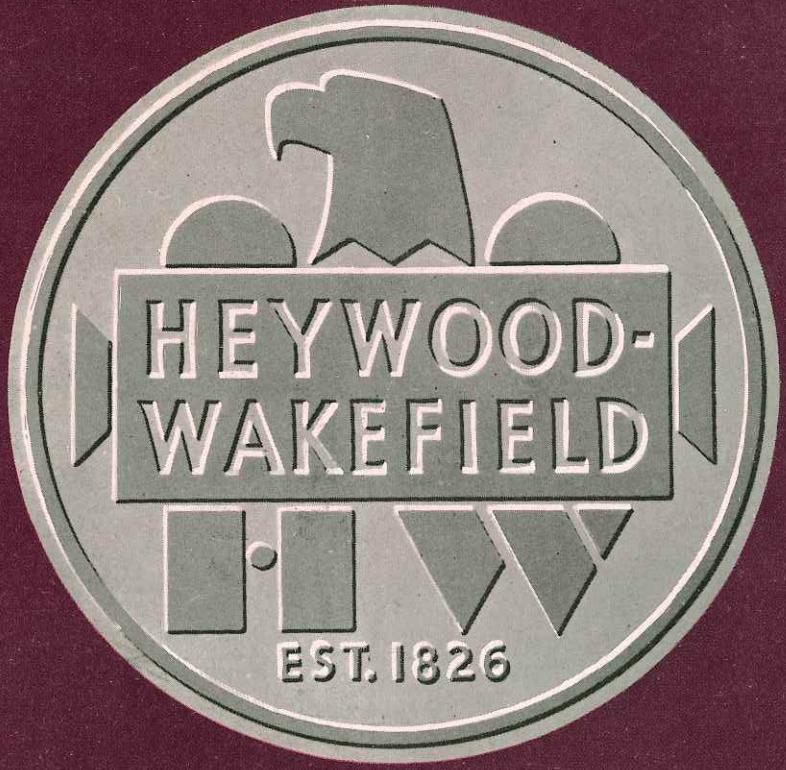
A single screw – here being driven home – holds the finished cushion assembly securely in place inside the lipped edges of the all-steel bottom pan. To change upholstery covers, simply remove this one screw, lift out cushion and put on new cover.



This phantom view shows the special steel coil springs mounted in the all-steel frame, which has a spring-steel edge for all-around comfort. Steel clips keep springs permanently in place.

With a home-made press like this to compress the springs, it's a simple matter to unhook the steel wire in the bottom seam and remove a seat cover for replacement.





Theatre Seating Division

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